

**CITY OF BETHLEHEM**  
**INTER-DEPARTMENTAL CORRESPONDENCE**

**SUBJECT:** Request for Approval by City Council of Contract Award or Contract Price Increase Pursuant to City Ordinance, Article 121.05 (a)

Project or Contract Reference: 2023 30 Community Mapping of Crashes

**TO:** City Council, all members, and Council Solicitor

**FROM:** Laura Collins, Director of Community and Economic Development

**DATE:** 3/30/2023

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On behalf of the Administration, pursuant to City Ordinances, Article 121.05, I request City Council's approval of the following recommendation of the referenced contract award or price increase.

- Check Type of Contract or Change:

\_\_\_\_\_ The contract is for over \$50,000 and required to be bid under the Third Class City Code. We have advertised the above referenced project and received qualified bids. We recommend award of the contract to the bidder identified and for the reasons stated below.

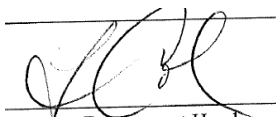
\_\_\_\_\_ The recommendation is for a price increase of 10% or more for an existing contract over \$50,000 that was previously bid and awarded under the Third Class City Code.

\_\_\_ x \_\_\_ The contract is for the engagement of professional services. We have received a proposal for professional services in connection with above referenced project. We recommend award of the contract to:

- Is the contract appropriation or price increase included in this year's budget? x yes \_\_\_no
- Identify contract funding sources (general fund, grants, loans, etc.....):  
Comprehensive Traffic Safety Program Grant
- The name and address of the recommended Professional Service Provider are:  
Cedar Crest College  
100 College Avenue  
Allentown, PA 18103
- Term of contract or estimated completion date, subject to standard extensions:  
9/30/2023

- Description of project or scope of services to be provided:
  1. Analyze and synthesize the county's crash data to determine each municipalities needs and create a roadmap to better direct the programming conducted in the CTSP grant to the specific needs of the community.
  2. Separate out vulnerable populations, if warranted.
  3. Align crash data analysis with current programmatic efforts.
  4. Utilize the Geographic Information System (GIS) to produce the map layers and overlay the crash data for each municipality.
  5. Develop a roadmap indicating the top 3 behavioral issues leading to injury crashes fatalities for each municipality in Northampton County.
  6. Separate out by street segments, time of day and age for high crash areas.
  
- State the actual or estimated price to the City or the proposed Department budget allowance for the initial term; and state payment rate per unit of service if applicable:  
\$25,000
  
- Number of renewal term options and duration of each renewal, if any:  
There are no renewal terms
  
- Maximum dollar value of all renewals provided for beyond the original term as if all renewals were exercised:  
N/A
  
- Reasons for recommendation of Administration and Council approval of contract:  
Cedar Crest College has experience in conducting data analysis and mapping of behavioral-based programs specifically in the area of crash fatalities and injuries. Cedar Crest College has the expertise to utilize available data, synthesize the data and develop appropriate recommendations to better serve the populations needs.

Please approve this recommendation by passing the accompanying resolution. A vote of final approval is requested at the first City Council agenda listing of this matter.

  
 By: \_\_\_\_\_  
 Department Head

Copies To: Mayor  
 Director of Administration  
 Director of Budget and Finance  
 Law Bureau  
 Purchasing Bureau  
 Controller

Attachment: Project Manager  
proposed resolution

RESOLUTION NO. \_\_\_\_\_

Authorization for Contract or Amendment under Article 121.05(a)

BE IT RESOLVED by the Council of the City of Bethlehem that the Mayor and the Controller and/or such other City officials as deemed appropriate by the City Solicitor, are hereby authorized to execute a Contract or Amendment and such other agreements and documents as are deemed by the City Solicitor to be necessary and/or related thereto, with the following named contractor, for the uses and purposes indicated in the supporting Recommendation of Award of Bid or Contract dated March 30, 2023.

1. Name of Contractor: Cedar Crest College
2. Project or Contract Reference: Community Mapping of Crashes

Sponsored by \_\_\_\_\_

\_\_\_\_\_

ADOPTED by Council this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
President of Council

ATTEST:

\_\_\_\_\_  
City Clerk